

SCHEME : PARTICIPATION IN DOMESTIC FAIRS

Sub Rules for providing financial assistance for preparation of brochures and posters required for participation in domestic trade fairs during the 12th plan period

Title

These sub rules named as “Rules for providing Financial Assistance to Natural Rubber (NR) Exporters/Rubber Dealers/ Processors/Rubber Trading Companies & Rubber wood processors for preparation of Brochures and Posters required for participation in domestic trade fairs/exhibitions”.

Objective

The broad objective of the scheme is to provide financial assistance to Rubber Dealers, Processors and Trading Companies in RPS sector and Rubber Wood companies for participation in domestic trade fairs along with the Rubber Board during the 12th Plan period. Participation in trade fairs and exhibitions conducted in India helps in expanding the market for standardized natural rubber and rubber wood. Publicity materials of good quality are essential for meaningful participation in these fairs. The Board proposes to provide financial assistance in this item of expenditure under the scheme. The assistance will be available to the natural rubber dealers/processors and rubber wood processors who participate in trade fairs/exhibitions along with the Board, sharing booth space

Eligibility

All Rubber Dealers and Processors of natural rubber having a valid D/P license issued by the Rubber Board will be eligible for availing financial assistance under this scheme. In the case of Rubber Wood companies, units enlisted by the Department of Processing & Product Development of the Board will be eligible for financial assistance under this scheme. The units participating in any trade fair/exhibition along with the Board should share the stall for exhibiting their publicity materials

Scheme period

The scheme is intended to operate during the 12th Plan period effective from the financial year 2014-15 to 2016-17.

Definition: In these rules, unless the context otherwise means,

1. 'Board' means 'Rubber Board' constituted under the Rubber Act 1947
2. 'Chairman' means the 'Chairman of the Rubber Board'.
3. Rubber wood processors are those enlisted by the Department of Processing & Product Development of the Board
5. Rubber Dealers & Processors are those having a valid license issued by the Rubber Board.

Quantum of Financial Assistance

Financial assistance in the tune of 50% of the actual cost of printing subject to a maximum of Rs 20,000/- per unit per year will be provided for printing of brochures and posters required for participation in domestic trade fairs, approved by the Board.

Standards of Brochures and Posters: The following are the standards prescribed for Brochures and Posters.

(i) Brochures

1. Size of the Brochure should be in A 4 size or its nearest size as a folder or in booklet form
2. Paper used should be of good quality/art card of either 170 or 220 gsm or its higher qualities.
3. Language used should be of either English or Hindi.
4. Cover page should be laminated.
5. Brochure can either be two folder or multi folder with mechanical folding and creasing, or in booklet form.
6. Pouches can also be provided with the brochure to insert pull outs and CDs.

(ii) Posters

1. Poster sizes shall preferably be of 4 feet x 3 feet or its nearest sizes to suit the panels in the stall.
2. Posters should be in multi-color.
3. Material used for poster should be of High Quality Vinyl Flex or Vinyl Stickers.
4. Photos and pictures used in Posters should be of good quality
5. Content of the poster shall either be in English or Hindi.

Terms and Conditions

1. Proof of the poster/brochure along with its estimated cost shall get approved by the Board prior to its final printing.

2. The exhibitor should maintain record showing the opening stock of printed materials, numbers used in each exhibition and its balance. An officer authorized by the Board should be allowed to inspect the above stock records, if needed.
3. Incentive will not be provided for the use of materials from existing stocks, in any trade fair.
4. Claim for the financial assistance under the Scheme shall be submitted in the prescribed form along with supporting documents.
5. Prescribed forms will be made available from the Market Promotion Department of the Rubber Board or can be downloaded from the URL www.indiannaturalrubber.com
6. Supporting documents to be produced along with the prescribed application, are:
 - a. Original invoice of the printer or publisher or advertising company with their VAT registration number, telephone with seal and signature.
 - b. Stamped receipt of the printer or publisher or advertising company acknowledging receipt of payment.
 - c. Copy of the work order placed or contract agreement
 - d. A stock certificate from the applicant showing the details of printed materials received and used in exhibitions.
 - e. An advance stamped receipt for the amount of financial assistance claimed from the Board.
 - f. Photograph of the stall with display of posters and brochures
 - g. A voucher copy of the brochure and A 4 size print outs of the posters
8. All documents, other than the original, attached with the application form should be attested by a Chartered Accountant or by a competent attesting authority such as Notary Public, Bank Manager or Gazatted Officer.
9. All payments by the claimant to the advertising agency/printer need to be in A/c Payee cheque and the details of the same may be submitted. For payments effected as bank transfer, supporting bank statement certified by the bank manger needs to be furnished.

10. In case it is found that the financial assistance was availed on the basis of production of false documents the Board shall have the right to recover the entire amount paid with penal interest @ 24% p.a.
11. The Chairman Rubber Board will have discretionary powers to grant either in full or part or refuse the claim for financial assistance under the Scheme.
12. In case of any dispute, the decision of Chairman, Rubber Board will be final and binding on the applicants.
13. Rubber Board reserves the right to alter or withdraw any of the rules and add new rules during the implementation of the scheme.

(6/ 2014)